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FASHION DESIGNER – KARL LAGERFELD

“Doing collections, doing fashion is like a non-stop dialogue”; “What I enjoy most is doing something I've never done before” - these are quotes of Karl Lagerfeld, which can characterize the whole his creative life.

Karl Otto Lagerfeld was born in Germany in the family of a Swede and a German. The exact year of his birth is unknown. Several times, the famous designer reported in an interview that he was born in 1938.

The boy's father, Otto Lagerfeld, was a wealthy bank clerk [2, p. 57]. When Karl Lagerfeld turned 14, his parents moved to Paris. With their consent, the son went to study at a high fashion school: a talent for designing clothes from the young man was manifested even in Hamburg. In this school for young fashion designers, Karl met and became friends with Yves Saint Laurent. In 1952, the future star of the fashion industry went to Paris in search of work. By that time, he had learned how to draw sketches and sew good clothes. The first creative victory of Karl Lagerfeld dates back to 1954. Then the International Wool Secretariat organized a competition, according to the results of which the 21-year-old guy received the first prize, awarded for the best sketch of a coat. After that, Karl was invited to the famous fashion house "Pierre Balmain", where the young man gained experience over 4 years left with the words: "I was not born to be an assistant." From the fashion house Pierre Balmain, the designer moved to Jean Patou, where he worked under the pseudonym of Roland Karl and from where he went to freelance designers [5, p. 29].

In 1965, he became the chief fashion designer for the French brand Chloé, and also began his long-term collaboration with Fendi. Eighteen years later, in 1983, Karl Lagerfeld left the fashion house Chloé in favor of Chanel, where he was invited by the chairman of the board of directors of the company, Alain Wertheimer. He later

recalled how friends advised him not to accept this offer: "Every one told me: "Do not mess with this, this house is dead and will never rise again". But even then I understood that this was a test" The correctness of the choice made by Lagerfeld was confirmed when he showed the first couture collection of Chanel and The New York Times journalist Carrie Donovan wrote: "The house of Chanel just challenged other designers, putting at risk the rule of Yves Saint Laurent." In 1980, Lagerfeld invented the fashion for skirts, shorts and mini-skirts. In 1986, Karl Lagerfeld received the honorary award "Golden Thimble" for his new collection for this brand [6, p. 206].

In the late 1990s, the Lagerfeld's style gets closer to the style of the famous Coco Chanel [3, p. 35]. In his own collections, the designer loved using leather and fur, which repeatedly provoked angry protests from animal defenders. The fashion designer annually updated the collection of bags for women, releasing small, medium and large copies. Claudia Schiffer, Diane Kruger, Stella Tennant, Cara Delevingne were the favorite top designer models. The girls, each in their own time, became the central figures at the maestro's shows. Vanessa Paradis, Keira Knightley, Inésdela Fressange also participated in the photo shoots of the designer.

In addition to designer popularity, the fashion designer is famous for his talent as a photographer. For this, Karl was awarded the award "Lucky Strike Designer Award" and the honorary prize of the German Society of Artists "Deutsche Gesellschaft fur Fotografie". After these victories in the capital of fashion, Karl Lagerfeld Gallery opened. Another gallery called "Studio 7L" appeared a some later. It became famous for the fact that in a year at least 10 new collections of clothes were born in it. The tireless designer admitted that at that time, sleep took 4 hours a day [1, p. 25].

Another hobby of maestro is the creation of an exquisite perfume. Since 1975, Karl Lagerfeld has released perfume brands Chloé, KL, Jako. Favorite toilet water of the designer became the aroma with the smell of a book.

In 2007, the movie came out "Secrets of Lagerfeld", dedicated to the designer, it was shot by Rodolph Marconi. The first film was shown at the International Film Festival in Berlin. During 2017, under the patronage of Karl Lagerfeld, Sebastian

Joondo worked on his own fashion collection. The presentation of the Lagerfeld's disciple clothing line took place in the spring of 2018.

On the eve of the 85th anniversary in 2018, Karl Lagerfeld, along with Australian cosmetic brand ModelCo, launched its own line of decorative cosmetics, which included a transparent lip gloss, eye shadow, blush, powder and mascara.

February 19, 2019 Karl Lagerfeld died at the age of 86. He became a legend for life, an emperor of modern fashion and one of the most influential people in the fashion industry.

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